GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2838
ANSWERED ON:01.08.2002
PROPAGATION OF POLICIES AND PROGRAMMES
RAMANAND SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the steps taken by the Government to propagate the policies and programmes during 2001-2002 and 2002-2003 till date; and

(b) the details of such booklets, books and journals related to issues of national importance published and distributed during the last year in the country and abroad to provide latest and correct information about India to the citizens of the country and foreign countries?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): A Statement is annexed.

Statement referred to in reply to parts (a) and (b) of Lok Sabha Unstarred Question No.2838 for answer on 01.08.2002

(a): Prasar Bharati and all the media units of this Ministry have beenengaged in disseminating information, regarding the policies and programmes of the Government among the public in their own different ways.

All India Radio and Doordarshan broadcast/ telecast programmes suchas documentaries, plays, discussions, talks, interviews, jingles etc to inform people about various schemes and policies of the Government.

Press Information Bureau (PIB) gives multimedia publicity topropagate the policies and programmes of the Government by way of press releases and communiquÃ©s, photo publicity, press briefings, press conferences, press tours, etc.

Directorate of Advertising and Visual Publicity (DAVP) brings outprinted publicity material like posters, brochures, booklets, leaflets; release advertisements in newspapers, put up hoardings/ wall paintings and organize photo exhibition to publicize the schemes and programmes of the Government.

The Publications Division and the Research, Reference and TrainingDivision seek to disseminate valuable information and documents on the multifaceted culture of our country through their various publications.

The Directorate of Field Publicity (DFP) and the Song & DramaDivision utilize inter-personal communication for taking the Government policies and programmes especially to rural areas through their field units/ troupes, by way of film shows, live song and drama programmes, elocution contests, group discussions and seminars etc.

Films Division is devoted to the production and distribution ofdocumentaries and news magazines, featurettes for the purpose of publicizing Government policies and programmes through theatrical circuits and mobile units of DFP etc.

(b) The details of books and journals published and distributed by the media units during the last year is given below:

Directorate of Advertising & Visual Publicity:

S.No.	Title of the job	Publication	Languages
1.	Community Food & Nutrition Ext. Units	Folder	13
2.	Rashtriya Mahila Kosh- Self - Helping Group	Book	13
3.	Self- Helping Group Development Scheme	Booklet	Bilingual

4. Information Education & Communi- cation strategies for Sectoral Reforms	Booklet	Hindi
5. National Social Assistance Prog.	Folder	13
6. Prime Minister`s Gramodaya Yojana - Drinking Water Scheme	Folder	13
7 Ensure Nutrition of Girl Child		14
8. Guidelines of Management for Children	Folder	11
9. Swaran Jayanti Gram Swarozgar Yojana	Folder	13
10. Central Rural Sanitation	Folder	13
11. O.R.S.	Booklet	11
12. New Goals New Initiative	Folder	Hindi & Eng.
13. New Goals New Initiative	Booklet	13
14. Panchayati Raj	Folder	13
15. Accelerated Rural Water supply	Folder	13
16. Gagar Mein Sagar	Booklet	Hindi
17. Gram Vikas Programme	Booklet	13
18. Guidelines on Sectoral Reforms	Booklet	English
19. Strengthening a stronger Scientific Temperament in the country	Booklet	11
20. Rashtriya Nirman Mein Shramiko ki Mahatvapurn Bhumika	Folder	Hindi
21. Schemes for Women at a Glance	Folder	Hindi & Eng.
22. Empowering people with Information	Booklet	11
23. Ensuring Probity in Public life	Folder	11
24. Commitment for Elimination of Child Labour	Booklet	11
25. Schemes for the Benefit of Common Man	Booklet	13

Publications Division:

English

1. Press in India 2000.

2. Empowering the Indian Women.

3. Patel Memorial Lecture 1999 Democracy, Ecology and Culture: The Indian Experience.

4. Hare Krushna Mahtab(BMI).

5. Press in India 2001.
6. India 2002.

7 The Mighty and Mystical Rivers of India.

8. C. Rajagopalachari(BMI).

9. Dr. Bidhan Chandra Roy(BMI).
10. Subash Chandra Bose.
11. Prime Minister - Atal Bihari Vajpayee - Selected Speeches Vol. III.

Hindi

1. Bharat Ke Rashtriya Udyan.

2. Bhartiya Puratatva: Ek Parichay.

3. Aam Nagrik:Adhikar Aur Suvidhaen.

4. Bharat Ke Samachar Patra-2000.

5. Bharat-2002.
6. Bharat Ke Samachar Patra-2001.

7 Pradhan Mantri-Atal Bihari Vajpayee- Chune Huve Bhashan Part III.

Regional Languages

1. Jawahar Lal Nehru-A Pictorial Biography(Urdu).

2. Composers(Classiqui Mausikar)(Urdu).

3. 1857(Urdu).

4. Bharat Chodo Andolan(Punjabi).

5. Shaheed Kartar Singh Sarabha(Punjabi)
6. An Outline History of India People(Assamese).

7 Swami Vivekananda(BMI)(Punjabi).

8. Jyoti Prasad Aggarwal(BMI)(Assamese).

9. Indian Press Since 1955(Tamil).
10. Common Man`s Guide to Rights and Facilities(Tamil).

11. Festivals of India(Tamil).
12. Citizens and the Constitution(Tamil).
13. Dr. S Radhakrishnan(Tamil).
14. Ganga Dhar Rao Deshpande(Marathi).

Research, Reference and Training Division:

Reference/ Background Papers were released on the following subjects:

In English

1. World Health Day

2. Earth Day

3. International Day of the Family

4. Cyber Crime

5. Consumer Rights for Women
6. Human Rights Education

7 Pulse Polio

8. Books for All and All for Books

In Hindi

1. Paryavaran Saptah

2. Upbhokta Adhikar Va Mahilayen

3. Panchayatiraj Vyavastha Va Mahilayen

4. Mahila Siksha

5. Bharateeya Mahilayen Va Van Aandolan
6. Bharat Me Mahila Adhikarikta

7 Manavadhikar

8. Mahilaon Ke Adhikar (Grameen Kshetr)

9. Varthaman Bharateey Paryatan
10. Upbhokta Sanrakshan